

PUBLIC NOTICE

REQUEST FOR QUALIFICATIONS

Broadcast Feasibility Study

The Maricopa Association of Governments (MAG) is issuing a request for qualifications from qualified applicants to conduct a feasibility study for broadcasting monthly MAG Regional Council meetings on city cable channels. The successful applicant must have a working knowledge of broadcast technology and be able to conduct research into staffing, feasibility, equipment and construction costs. Scenarios researched would range from working with existing city cable channels to developing in-house production methods.

Detailed requirements may be obtained on the MAG Web site at www.mag.maricopa.gov or by contacting Kelly Taft, Communications Manager, at 602-254-6300, or by e-mail at ktaft@mag.maricopa.gov.

Statements of Qualifications will be accepted until 5:00 p.m. (MST) on Friday, June 15, 2001. Statements can be mailed to Kelly Taft, Communications Manager, Maricopa Association of Governments, 302 N. 1st Ave., Suite 300, Phoenix, AZ 85003.

MAG BROADCAST FEASIBILITY STUDY

SCOPE OF WORK

Introduction and Background.

The Maricopa Association of Governments (MAG) is a regional organization that develops policies and makes decisions in areas such as transportation, air quality, water quality, regional development/land use planning, solid waste and human services. MAG is made up of Valley communities working together to ensure a better quality of life for nearly three million residents in the Maricopa region. The region encompasses metropolitan Phoenix and includes the many cities, towns and Indian communities within Maricopa County. MAG is governed by a Regional Council that includes 24 city mayors and other lead elected officials, and is the forum for ensuring an effective allocation of regional resources.

The MAG Executive Committee believes that MAG's monthly Regional Council meetings, which result in the programming of millions of dollars each year to improve the quality of life in the Valley, are of interest to the public. The Committee wants as many members of the public as possible to have access to the regional dialogue that occurs in these meetings. One means of doing this would be to have the Regional Council meetings carried as programming on Valley city cable channels. MAG has budgeted a maximum of \$20,000 for a feasibility study to examine the issues involved in securing this programming and to determine the potential cost involved.

Proposed Tasks.

The CONSULTANT would be charged with developing a "Broadcast Feasibility Study" in which the CONSULTANT would explore a wide range of options for getting MAG meetings carried on local cable channels. The CONSULTANT must have a working knowledge of broadcast technology and be able to conduct research into staffing, feasibility, equipment and construction costs. Scenarios researched would range from hiring existing city cable channel staff to shoot and edit the meetings, to developing in-house production methods. The CONSULTANT would be required to canvass all existing city-run cable channels to determine their ability, propensity, and requirements for carrying MAG programming. The CONSULTANT would need to explore all costs involved, from hiring crews, developing methods for switching between cameras live or editing the tape in post-production, dubbing the tapes for various city formats, or even the cost of constructing an in-house studio to perform the above functions. MAG currently is installing a videoconferencing system which may provide some opportunities for linkage and cost-savings.

Deliverables.

The ultimate deliverable will be a detailed report offering all information necessary to determine the cost and practicality of recording MAG Regional Council meetings and having them aired monthly on all city cable channels. The report must provide a comprehensive overview of everything that would be needed to facilitate the airing of MAG meetings on local cable.

MAG BROADCAST FEASIBILITY STUDY REQUEST FOR QUALIFICATIONS (RFQ) RESPONSE REQUIREMENTS

Project Cost and Schedule

A respondent's conference will be held on Friday, June 8 from 2:00 - 3:00 p.m. to answer questions about the project. The respondent's conference will be held at the MAG offices, 302 N. 1st Avenue, Phoenix, Palo Verde Room, Second Floor. Qualified applicants must submit proof of qualifications by Friday, June 15, 2001.

Selected applicants may be called in for interviews before final selection of the CONSULTANT. The estimated time frame for this project is one month from the notice to proceed, with final deliverables due by the CONSULTANT to MAG no later than two months from the notice to proceed. MAG has budgeted a maximum of \$20,000 for this contract.

Delivery of Statements of Qualifications

1. Statements of Qualifications must contain a cover letter along with information about the CONSULTANT detailing the CONSULTANT'S qualifications and experience and the applicant's ability to perform the study as required.
2. Statements must be submitted by 5:00 p.m. (Mountain Standard Time) on Friday, June 15, 2001. Responses should be directed to:

Kelly Taft, Communications Manager
Maricopa Association of Governments
302 N. 1st Avenue, Suite 300
Phoenix, Arizona 85003

Timely receipt of statements will be determined by the date and time the statement is received at the above address. All materials submitted in response to this solicitation becomes the property of MAG and will not be returned.

3. Proposals will be evaluated on the experience of the CONSULTANT as related to the CONSULTANT'S ability to perform the work as outlined. The CONSULTANT must have a working knowledge of broadcast technology and be able to conduct research into staffing, feasibility, equipment and construction costs.
4. MAG reserves the right to cancel the solicitation in part or in whole at any time, and to reject all bids.
5. Any questions regarding this Request for Qualifications should be directed to the MAG Communications Manager, Kelly Taft, at 602-452-5020; by fax at 602-254-6309, or by e-mail at ktaft@mag.maricopa.gov. Additional information regarding MAG activities may be found on the MAG Web site at www.mag.maricopa.gov.

